



News from

## **Council President Todd Gloria**

City of San Diego ■ District Three

### **NEWS ADVISORY**

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### **City of San Diego Invests in Small Businesses**

#### **Council President Gloria Cuts Ribbon on Business Improvement Projects**

*SAN DIEGO, CA (August 6, 2013)* – Council President Todd Gloria today will celebrate the completed improvements at a local business, which were partially funded by the City of San Diego's Storefront Improvement Program. Improvements made at the Belching Beaver Tasting Room include new paint, new roll-up windows, a preserved neighborhood mural, and new exterior light fixtures. The City provided a grant of \$5,000. The total project cost was \$19,831.

Media coverage is invited of this positive story about services provided by the City despite the Mayor's absence.

**WHO:** San Diego City Council President Todd Gloria  
Local business owners

**WHAT:** Celebrate the completed improvements on a local business

**WHEN:** TODAY, August 6, 10:00 a.m.

**WHERE:** Belching Beaver Tasting Room, 4225 30<sup>th</sup> Street in North Park

**MORE:** Council President Gloria will also cut the ribbon on improvements at 3952 4th Avenue at 11:00 a.m. The tenants there, Cabais MexiDeli and Sailor's Tattoo Gallery, are enjoying new paint, dimensional signage, construction of trellis details, creation of an outdoor seating area, and fresh landscaping. The City provided a grant of \$9,017. The total project cost was \$27,051.

The City of San Diego's Storefront Improvement Program revitalizes building facades visible to customers, neighboring merchants, and residents. The City of San Diego provides design assistance and financial incentives to small business owners who wish to make a creative change to their storefronts. More details:

<http://www.sandiego.gov/economic-development/business/starting/improvement.shtml>

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